



SPIN-FARMING POWER POINT TALKING POINTS LETTUCE RE-THINK HOW TO FARM

Slide 1: Lettuce Re-think How to Farm

SCRIPT: Thanks for coming out today to help us all re-think how to farm.

Slide 2: Why SPIN-Farming?

SCRIPT: Many of the world's most pressing problems – finite resources, climate change, diet-related illnesses, national security – relate to the way we produce our food.

While the current large-scale industrialized system is efficient, it has some big negatives:

- it's energy and resource intensive
- it takes more from the natural system than it puts back
- in some cases, its by-products actually harm the environment
- much of the food it produces is not nutritious
- it's susceptible to supply disruption and sabotage

A solution is to re-engineer our food production system to one that is more locally-oriented and therefore, one that is easier to control and monitor, contributes positively to the environment and produces fresh, healthy food. SPIN-Farming provides a basis for such a system.

Slide 3: What is SPIN-Farming?

SCRIPT: SPIN stands for s-small pl-ot in-tensive. It is a non-technical, easy-to-understand and inexpensive-to-implement vegetable farming system designed specifically for sub-acre (less than an acre) land bases.

Slide 4: Somerton Tanks Farm – first U.S. test bed for SPIN

SCRIPT: And it makes it possible to earn \$50,000 or more from a half-acre. Somerton Tanks Farm, a four year half-acre demonstration farm located on land operated by the Philadelphia Water Department, generated \$68,000 gross from under an acre. A feasibility study, funded by Pennsylvania's Office of Community & Economic Development, projected the total maximum revenue from that operation to be \$120,000 gross sales. As a point of context, the average half acre revenue from a conventional multi-acre farm in Pennsylvania is \$3,000.

Slide 5: SPIN-Farming is a tool for relocalizing food production

SCRIPT: SPIN-Farming is a tool for relocalizing food production because....

Slide 6: SPIN-Farming integrates agriculture into the built environment without conflict

SCRIPT: ...to recreate local food systems at least 2 things need to happen.

First: because the majority of the population in this country, and increasingly the world, lives in urban and suburban areas, the practice of farming needs to become compatible with densely populated areas - and SPIN integrates agriculture into the built environment without conflicts.

Slide 7: SPIN-Farming reduces the 2 big barriers to entry for new farmers

SCRIPT: Second, to produce more food locally we are going to need more farmers - lots of them. And because of its sub-acre scale, SPIN reduces the two big barriers to entry for new farmers - land and capital.

Slide 8: SPIN-Farming is sub-acre in scale

SCRIPT: The key characteristics of SPIN-Farming are that it is sub-acre in scale.

Slide 9: SPIN-Farming requires minimal startup investment

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Slide 10: SPIN-Farming is close to markets – farmers markets, restaurants and csa's

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Slide 11 : SPIN-Farming is environmentally friendly

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Slide 12: SPIN-Farming is entrepreneurially-driven

SCRIPT: SPIN-Farming is entrepreneurially-driven. Many, like SPIN's developer Wally Satzewich in Canada, use front lawns and backyards and neighborhood lots as their land base. SPIN's multi-locational approach to farming is catching on in the U.S. Some examples:

Slide 13: City Garden Farms, Portland, OR

SCRIPT: City Garden Farms in Portland, OR. They are using multiple backyards throughout the city and are selling through a csa.

Slide 14: Community Roots, Boulder, CO

SCRIPT: Community Roots, Boulder, CO. They are using multiple backyards in a subdivision and are selling through a csa.

Slide 15: Brick City Urban Farms, Newark, NJ

SCRIPT: Brick City Urban Farms, Newark, NJ. They are growing above the ground and selling at a farmer's market.

Slide 16: SPIN-Farming is recasting farming as a small business in cities and towns

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Slide 17: SPIN-Farming is rightsizing farming for an urbanized century

SCRIPT: ...and rightsizing farming for an urbanized century.

Slide 18: It's time to bring agriculture back home

SCRIPT: It's time to bring agriculture back home, and SPIN-Farming is one way to do it because it is:

- *Sub-acre
- *Close to markets
- *Low capital intensive
- *Environmentally friendly
- *Entrepreneurially driven

Slide 19: What's Your Vision? Make It Happen!

SCRIPT: You need to fill this in depending on where you want to take the presentation, but the idea is to get discussion going about how the people at your meeting want to bring agriculture back home - is it by promoting more home-based food gardening, organizing community plots into a food gardening co-op or promoting sub-acre commercial farming? Some combination? SPIN can support any and all of these models, as well as any other model you and your group can come up with. So go for it! You're welcome to use any of the materials found in the free areas of the SPIN websites to support your continuing efforts to bring agriculture back home. Good luck, and thank you for helping people to re-think how to farm.

www.spinfarming.com

www.spingardening.com

*NOTE: This script is for use with the **SPIN Farming: Lettuce Re-think How To Farm** Power Point. Both it and the Power Point are for non-commercial, general informational use only.*